

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"
PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of
Aug. 4, '48

"Ahram"

"Assas"

"Ikhwan"

"Kotla"

"Misri"

"Sawt el Umma"

Subject:
Points:
Papers using:

ARABIC PRESS

PALESTINE -- general; Bernadotte arrives in Egypt; announces Jewish and Arab acceptance of demilitarization of Jerusalem to Security Council; British press comments on Palestine question (M,K); U.S. selects 95 observers for Palestine (K)...	165	Ah,A,I,K,M,S.
BERLIN -- general situation; meeting of Western envoys with Stalin in Moscow; rumors of General Clay's intention of resigning; Russia reported to have over half a million troops in Central Europe...	98	Ah,A,I,K,M,S.
OLYMPIC GAMES...events...	75	Ah,A,I,K,M,S.
MEADI EXPLOSION...	43	Ah,A,I,M,S.
HUNGARY -- Szakasits elected Premier...	27	A,I,K,S.
DANUBE CONFERENCE -- 1921 Convention no longer considered valid; Britain will not "jump at the crack of Vishinsky's whip" says British delegate...	26	Ah,A,M.
LEBANON -- Riad el Solh's Cabinet gets vote of confidence...	20	Ah,K,S.
SYRIA -- Parliament holds special session...	18	A,I,S.
LAKE SUCCESS -- probability of Fares el Khoury's bringing up the Berlin question at the Security Council...	15	A,M.
IRANIAN SHAH visits Paris...	9	Ah,A.
INDONESIA not to accept decisions made at Conference...	9	A,I.
GREECE -- civil war...	9	I.
SYRIA -- decides to boycott U.S. goods...	8	K,M.

MOR/CDE

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, it reflects the individual point of view of any fact. By an objective statistical conversion of "headline", "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

-2-

Subject:	Points:	Papers using:
POLAND protests against London 6-Power Conference decisions...	6	A,K.
KING FEISAL arrives in Baghdad...	6	A,K.
BRITAIN -- Parliament expected to hold special session on international situation shortly...	5	Ah.
WASHINGTON -- Congress urged to give serious consideration to President's anti-inflation proposals (USIS)	5	K.
WASHINGTON -- U.S. envoys to Liberia and Turkey appointed. (USIS)...	5	K.
U.N. to receive 65 million dollars to build permanent headquarters in New York...	4	A,K.
JAMIL MARDAM suggests political and military unity of Arab nations...	4	A.
GREECE asks Big Four permission to allow free entry of her "surplus population" into Italy's prewar colonies...	4	A.
POLAND -- Nenni and Polish Premier meet...	4	Ah.
ISTANBUL -- rumors of U.S. asking Turkey to close Dardanelles and Bosphore to Russian and Satellites commercial ships...	4	Ah.
CYPRUS -- strikes...	3	Ah.
VATICAN -- bomb found in St. Peter's Square...	2	Ah.

FRENCH PRESS

August 4, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

PALESTINE QUESTION -- Bernadotte arrives in Egypt; meets Nokrashi Pasha in Alexandria...	33	J,P.
BERLIN -- Western envoys return from Moscow; their reports studied by their various capitals; rumors and denial of possibility of General Clay's resignation (P)...	31	J,P.
MEADI EXPLOSION...	23	J,P.
DANUBE CONFERENCE -- 1921 Convention no longer considered valid; Britain will not "jump at the crack of Vishinsky's whip" says British delegate..	14	J,P.
SYRIA -- Parliament holds special session...	9	P.
GREECE asks Big Four for permission to allow free entry of her "surplus population" into Italy's pre-war colonies...	7	P.
POLAND -- Nenni and Polish Premier meet...	6	P.

-3-

Subject:	Points:	Papers using:
CZECHOSLOVAKIA makes accusations against U.S. Secret Service...	6	P.
LEBANON -- Riad el Solh's new Cabinet gets vote of confidence...	5	P.
ATHENS not to send written reply to London protests concerning Cyprus...	5	P.
ITALY -- rumors of Togliatti's withdrawal from Communist Party...	4	J.
KING FEISAL arrives in Baghdad...	3	P.
VATICAN -- bomb found in St. Peter's Square in Rome.	3	J.

EDITORIALSFRENCH PRESS

Is De Gaulle nearer to power assumption since the formation of Marie's Cabinet? -- "Progres Egyptien."

ARABIC PRESS

Political Parties in Turkey -- "Ahram."
 Poor Examination Results (replies and comments on recent editorial on the same subject) -- "Ahram."
 Azzam-Bernadotte discussions; the Palestine case and its development -- "Ahram."
 Count Bernadotte -- "Misri."
 The Trump Card (the refugee problem considered as the Arabs' trump card) -- "Misri."
 In Whose Interest? -- (criticizing the recent "bomb" incidents) -- "Assas."
 A New Way of Solving the Problems of the Middle East -- "Assas."
 Egypt before anything else -- (on nationalism) -- "Kotla."
 You Too Brutus (referring to Turkey who appealed to the Moslem world to help her against Russia and who was excused for not taking a definite attitude concerning the Palestine question because of her need for U.S. help but who was caught sending food to Palestinian Jews) -- "Ikhwan."
 Supervising the Decrease of Alcoholic Drinks -- (approvingly commenting on U.N.'s compilation of statistics of world alcoholic consumption adding that Egypt, as a Moslem country, should be specially interested in that work) -- "Ikhwan."
 The Problems have Accumulated and we should look for a way of solving them (on the problems of the Arab nations) -- "Ikhwan."